

Message Text

UNCLASSIFIED

PAGE 01 RIYADH 00537 061351Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----031546 070233Z /64

R 060600Z JUL 78
FM USLO RIYADH
TO USDOC WASHDC
INFO SECSTATE WASHDC 564
AMEMBASSY JIDDA
AMCONSUL DHAHRAN

UNCLAS RIYADH 537

USDOC FOR CAGNE

EO 11652: NA
TAGS: BEXP, XF, SA
SUBJECT: MARCH 79 HEALTH CARE INDUSTRIES SPECIALIZED TRADE MISSION

REF A) STATE 159375 B) JIDDA 4675 (NOT SENT SECSTATE)
C) DHAHRAN 828 (NOT SENT SECSTATE)

1. USLO CONCURS WITH PROPOSED TIMING AND LENGTH OF HEALTH CARE
INDUSTRIAL TRADE MISSION TOP IN RIYADH IN EARLY 1979. THERE
ARE, HOWEVER, SOME CONSIDERATIONS TO KEEP IN MIND.

2. WHILE POTENTIAL MARKET FOR HOSPITAL EQUIPMENT AND SUPPLIES
APPEARS TO BE LARGE, IT IS NOT CLEAR THAT PROPOSED TRADE MISSION
IS BEST WAY FOR ALL COMPANIES TO APPROACH THE MARKET. MANY
LEADING HOSPITALS IN THE KINGDOM ARE MANAGED BY FOREIGN COMPANIES
(HOSPITAL CORP. OF AMERICA, WHITTAKER CORP., OR ALLIED MEDICAL
(U.K.)) WHICH PROCURE THROUGH OFFICES IN THE U.S. OR EUROPE;
ARAMCO MAY BE OUTFITTING THEIR MEDICAL FACILITIES IN A SIMILAR
MANNER. TECHNICAL ASST. TO DIR. GENERAL FOR MEDICAL
SERVICES IN MINISTRY OF DEFENSE AND AVIATION INDICATED MODA
DOES NOT WISH TO BECOME HEAVILY INVOLVED IN HOSPITAL EQUIPMENT
PROCUREMENT BUT PREFERS TO LEAVE THAT TASK TO TURNKEY PROJECT
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MANAGERS. THEREFORE, MANUFACTURERS OF SOPHISTICATED HOSPITAL
EQUIPMENT, E.G. NUCLEAR MEDICINE, WILL PROBABLY FIND A SMALL NUMBER
OF POTENTIAL USERS WHO ALREADY HAVE ESTABLISHED SOURCES OF SUPPLY.

3. THERE SHOULD BE AMPLE OPPORTUNITIES FOR REPRESENTATIVES OF
DISPOSABLE MEDICAL SUPPLIER WHO SEEK AGENTS OR DISTRIBUTORS AND
POSSIBLY FOR FIRMS WISHING TO UNDERTAKE MEDICAL SERVICES PROGRAM

MANAGEMENT. LOCAL HOSPITAL MANAGEMENT ALSO INDICATES A DEFINITE NEED FOR COMPANIES TO SERVICE AND REPAIR MEDICAL EQUIPMENT.

4. RIYADH STOP WOULD PROVIDE MISSION MEMBERS ACCESS TO SAG OFFICIALS RESPONSIBLE FOR HEALTH CARE PROGRAMS.
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